

# WIC Nutrition Program Annual Report

## Local Agency Report

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### Program Overview

This section will include the purpose of the LA WIC Program, how it fits within the Local Agency, etc.

### Program Goals

This section will include the LA's WIC program goals for the upcoming year and what data indicators will be assessed next year

# Who Are We/Who We Serve

## Who We Are

### Staffing Plan

| Position | Staff Name | FTE WIC | FTE In-Kind | In-Kind Source | Total FTE |
|----------|------------|---------|-------------|----------------|-----------|
|          |            |         |             |                |           |
|          |            |         |             |                |           |
|          |            |         |             |                |           |
|          |            |         |             |                |           |
|          |            |         |             |                |           |
|          |            |         |             |                |           |

### Minimum Staffing Requirements

|                           |  |
|---------------------------|--|
| Position                  |  |
| Director                  |  |
| Office/Site Manager       |  |
| Nutrition Coordinator     |  |
| Breastfeeding Coordinator |  |

Detail about staff and staffing plans.

## Who We Serve

Information about participant demographics, information that makes this region unique, etc

## Clinic Initiatives

This section will include information about special projects, clinic initiatives, WOW customer services. Please include a needs assessment that drives your selected activities and the impact these activities have on key performance indicators.

# WIC Statistics

Please include data, narrative, and graphs on the following data indicators:

- 1) Actual WIC caseload as a percentage of local agency projection for selected month
  - a. Graph of participation by month
  - b. Graph of participation by clinic site
  - c. Graph of participation by county
- 2) Local agency WIC appointment no-show rate as a percentage of total appointments scheduled
- 3) Percent of WIC categorically eligible participants terminated from the program during the selected period
  - a. Of those who no longer participate in this agency, percent of participants that transferred to a different agency within the selected period including local agencies that participants transferred to
  - b. List participants by status & termination reason
- 4) Percent of new or re-enrolled participants that began participating in the selected period
  - a. List participants by status
- 5) Number of pregnant women that enrolled in WIC by trimester
- 6) Mapping of participant town of residence by clinic location to determine appropriate location of clinic sites
- 7) Mapping of Clinic Locations by WIC authorized Vendor Location to determine appropriate location of clinic sites
- 8) Customer Service Survey Results as compared to previous year's survey results
- 9) Percent of fruit and vegetable vouchers redeemed by participants
- 10) Percent of breastfeeding and postpartum women who were enrolled in WIC during pregnancy that achieved ideal weight gain during pregnancy, adjusted by gestational age, by trimester of enrollment
- 11) Percent of children with high BMI (greater than or equal to 85 percentile) for age (greater than or equal to 24 months)
- 12) Percent of WIC children (greater than or equal to 24 months) with a BMI for age greater than or equal to 85 percentile at certification whose BMI for age improved at a subsequent certification
- 13) Percent of infants that breastfeed longer than 3 months by status (Exclusively Breastfeed or Partially Breastfeed)
- 14) Percent of infants that breastfeed longer than 6 months by status (Exclusively Breastfeed or Partially Breastfeed)
- 15) Percent of breastfed infants with supplementation within the first month
- 16) Percent of breastfeeding women whose infant is more than 6 months of age and who receive a food package for themselves
- 17) Percent of breastfeeding infants by breastfeeding level (All, mostly, half, some)
- 18) Percent of infants ever breastfeed.
- 19) Percent WIC children with a low hemoglobin/hematocrit who improved their hemoglobin/hematocrit value at a subsequent certification
- 20) Percent of WIC children, age 2-5, who have received age-appropriate immunizations
- 21) Percent pregnant women smoking during pregnancy at certification who quit before child is born
- 22) Percent infants/children exposed to secondary smoke

## WIC Food Benefits

This section will include information about activities promoting WIC Food Benefit items, including Farmers Market promotion.

# Breastfeeding

This section should have information related to the agency's promotion and support efforts for Breastfeeding.

# Outreach

## Steps to Developing Your Outreach Plan

Develop a long-term outreach plan before you begin to conduct outreach activities. Here are some suggested steps.

### 1. Identify and Prioritize Needs and Assess Resources Available

What do you need? ...to increase caseload? ...to increase WIC referrals? to maintain caseload? What are the particular underserved areas or unmet needs in your community (for example: pregnant teens, specific ethnic groups, geographical areas)? What staff and program resources do you have to implement outreach activities? What are some different approaches you can use, such a multimedia or other low-cost options?

### 2. Identify Your Target Audience(s)

Whom do you want to reach? ...potentially eligible people? ...the general public? ...the African American community? ...health or social service providers who refer clients to WIC?

### 3. Define Goals and Objectives

What is it you would like your audience to do once they have heard your message? Who will do what, how, where, and by when?

### 4. Identify Outreach Strategies

What outreach methods and tools will you use? Will outreach be **one-time, short-term**, or **ongoing** or a combination? At a minimum, your outreach plan should include ongoing outreach activities.

### 5. Implement Plan

Put your plan into action. Monitor to make sure that implementation is going as planned. Make adjustments if needed.

### 6. Evaluate Plan

Before you implement your plan, identify how you will evaluate it. How will you know if your plan is working? What baseline information will you obtain before you implement the plan? What outcomes will you be measuring? What feedback will you gather from participants, potential participants, providers, etc.? What can you learn that may help you be more successful in the future?

## Template for Outreach Plan

|                                      |                       |              |             |                   |
|--------------------------------------|-----------------------|--------------|-------------|-------------------|
| <b>Needs and Resources Available</b> |                       |              |             |                   |
| <b>Target Audience(s)</b>            |                       |              |             |                   |
| <b>Goals &amp; Objectives</b>        |                       |              |             |                   |
| <b>Outreach Strategies</b>           |                       |              |             |                   |
| <b>Staff</b>                         |                       |              |             |                   |
| <b>Evaluation</b>                    |                       |              |             |                   |
| <b>Goal:</b>                         |                       |              |             |                   |
| <b>Who</b>                           | <b>What &amp; How</b> | <b>Where</b> | <b>When</b> | <b>Evaluation</b> |
|                                      |                       |              |             |                   |
|                                      |                       |              |             |                   |
|                                      |                       |              |             |                   |
|                                      |                       |              |             |                   |
|                                      |                       |              |             |                   |

# Budget/Expenditures

This section has information regarding budget, agency expenditures, etc.